

## IN THE CLAIMS

1. (Currently Amended) An apparatus comprising:  
one or more processors; and  
a memory coupled to the processors comprising instructions executable by the  
processors, the processors operable when executing the instructions to:  
display one or more interactive dynamic document web pages, at least one of the  
interactive dynamic document web pages including a control window and a content window;  
display a user selectable document type menu in the control window, the document type  
menu allowing a user to select between different documents types including a product  
description guide document type;  
display a user selectable product type menu in the control window, the product type menu  
allowing a user to identify a good or service;  
identify a storage medium storing a plurality of different documents, the storage medium  
further including sorting data that classifies the different documents by document type and  
associated product type;  
filter the different documents according to a comparison of the sorting data to user  
selections that are input using the menus;  
display, in the content window, at least one of the different documents remaining after the  
filtering of the different documents, the displayed document corresponding to the user selections  
that are input using the menus;  
generate a document builder window on a same or another one of the interactive dynamic  
document web pages, the document builder window displaying a plurality of entries  
corresponding to different default sections belonging to the document displayed in the content  
window; and  
display, in the document builder window, removal selection switches and relative  
ordering controls for the entries, each of the removal selection switches controlling removal of a  
corresponding one of the default sections from the displayed document responsive to user  
requests and each of the relative ordering controls for manipulating an ordering within the  
displayed document for a corresponding one of the default sections responsive to the user  
requests.

A method for generating a plurality of templates, wherein said templates are utilized in building user customizable documents, wherein said templates comprise sections, sub-sections and fields, said method comprising the steps of:

- a) storing said plurality of templates;
- b) displaying a list comprising said plurality of templates to accommodate a selection of at least one of said plurality of templates by a user;
- c) retrieving a selected template from said storage, subsequent to a receiving of a user selection of a template; and
- d) displaying to the user said selected template, wherein said selected template enables a user to select in a first operation said sections, sub-sections and fields for inclusion in a particular document to be built, and said selected template enables a user to select in a second operation different from said first operation the sequence of said sections, sub-sections, and fields in said particular document to be built, wherein in response to said second operation, the sequence of sections, sub-sections, and fields that is selected is automatically provided in a completed document.

2. (Currently Amended) The apparatus of claim 1 wherein the document remaining after the filtering includes a first amount of the different default sections ordered in a first sequence when extracted from the storage medium and a customized view of the displayed document included in the content window after receiving the user requests includes a second smaller amount of the default sections ordered in a second different sequence.

The method as recited in Claim 1 wherein said step a) further comprises the step of: storing of content, said content selectable subject matter for inclusion in said customizable document.

3. (Currently Amended) The apparatus of claim 1 wherein the processors are further operable to dynamically update the document displayed in the content window based on the user requests that are input using the removal selection switches and the relative ordering controls.

The method as recited in Claim 2 wherein said step b) further comprises the step of: displaying lists comprising said content for selection by a user.

4. (Currently Amended) The apparatus of claim 3 wherein the processors are further operable to store the updated document as a new document in the storage medium responsive to a command input by the user thereby allowing the user to build the new document by modifying the document selected through the filtering by inputting the user requests that trigger removal of a subset of the default sections and that trigger reordering of the default sections. The method as recited in Claim 2 wherein said step e) further comprises the step of: retrieving selected content from said storage, subsequent to receiving of a user selection of content.

5. (Currently Amended) The apparatus of claim 4 wherein the default sections include a table of contents section and a product overview section. The method as recited in Claim 2 wherein said step d) further comprises the steps of: separately displaying to the user selected content, wherein said selected content will comprise the subject matter of the sections, sub-sections and fields of said particular document to be built;

6. (Currently Amended) The apparatus of claim 5 wherein the processors are further operable to: dynamically update the document builder window according to the user requests so that ones of the entries that correspond to deselected ones of the default sections are removed from view; and

dynamically update the document builder window according to the user requests for dynamically reordering the entries in the document builder window.

The method as recited in Claim 2 wherein said sections, subsections, and fields of said selected template are relative to said subject matter of selected content.

7. (Currently Amended) The apparatus of claim 6 wherein the dynamic updating of the document builder window occurs simultaneously with refreshing the content window with the updated document.

The method as recited in Claim 1 further comprises the step of:

e) displaying to said user a new template reflective of said user selections regarding said inclusion and said sequence of said sections, sub-sections, and fields of said particular document, subsequent to receiving said user selected sections, sub-sections, and fields for inclusion in said particular document and said user selected sequence of said sections, sub-sections, and fields said selected for inclusion in said particular document.

8. (Currently Amended) The apparatus of claim 3 wherein the processors are further operable to causing printing of the updated document displayed in the content window thereby allowing the user to print only preferred ones of the default sections in a preferred sequence selected by the user. The method as recited in Claim 1 further comprising the steps of:

f) displaying a list comprising outputting formats for said particular document for selection by said user; and

g) building said particular document, subsequent to receiving said user selection of said outputting format.

9. (Cancelled)

10. (Currently Amended) A system comprising: A computer system in a computer system network, said computer system comprising:

a server hosting a website for providing a plurality of documents that describe products or services offered for sale on the website, the documents having different sections including product overview sections and an intellectual property rights sections;

a computer located remotely from the server and including a web browser operable to allow a user to navigate the website;

the server operable to select at least one of the documents according to control inputs sent from the remotely located computer;

the server operable to display a document builder window on a web page associated with the website responsive to receiving the control inputs, the document builder window including entries corresponding to ones of the sections that are included in the selected document such that the entries include at least a first entry for the product overview section of the selected document and a second entry for the intellectual property right section of the selected document;

the server operable to display controls in the document builder window, the controls allowing the user to deselect one or more of the entries and change a displayed ordering of the entries;

the server operable to provide the user a dynamically generated custom view of the selected document according to user requests submitted using the controls.

a bus;

a memory unit coupled to said bus; and

a processor coupled to said bus, said processor for executing a method for generating a plurality of templates, wherein said templates are utilized in building user customizable documents, wherein said templates comprise sections, sub-sections and fields, said method comprising the steps of:

a) storing said plurality of templates;

b) displaying a list comprising said plurality of templates to accommodate a selection of at least one of said plurality of templates by a user;

c) retrieving a selected template from said storage, subsequent to the receiving of a user selection of a template; and

d) displaying to the user said selected template, wherein said selected template enables a user to select in a first operation said sections, sub-sections and fields for inclusion in a particular document to be built, and said selected template enables a user to select in a second operation different from said first operation the sequence of said sections, sub-sections, and fields in said particular document to be built, wherein in response to said second operation, the sequence of sections, sub-sections, and fields that is selected is automatically provided in a completed document.

11. (Currently Amended) The system of claim 10 wherein the dynamically generated custom view includes the product overview section ordered before the intellectual property rights section regardless of whether the product overview section was ordered before the intellectual property rights section in the selected document. The computer system of Claim 10 wherein said step a) of said method for generating a plurality of templates further comprises the step of:

storing of content, said content selectable subject matter for inclusion in said customizable document.

12. (Currently Amended) The system of claim 10 wherein the dynamically generated custom view includes the product overview section but not the intellectual property rights section thereby allowing the user to view the selected document without the intellectual property rights section. The computer system of Claim 11 wherein said step b) of said method for generating a plurality of templates further comprises the step of:

displaying lists comprising said content for selection by a user.

13. (Currently Amended) The system of claim 12 wherein the dynamically generated custom view of the selected document allows the user to print only preferred ones of the sections in a preferred sequence specified using the controls displayed in the document builder window. The computer system of Claim 10 wherein said step c) of said method for generating a plurality of templates further comprises the step of:

retrieving selected content from said storage, subsequent to receiving of a user selection of content.

14. (Cancelled)

15. (Cancelled)

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Previously Presented) A computer readable medium for storing computer implemented instructions, said instructions for causing a computer system to perform the steps of:

a) storing said plurality of templates;

b) displaying a list comprising said plurality of templates to accommodate a selection of at least one of said plurality of templates by a user;

c) retrieving a selected template from said storage, subsequent to the receiving of a user selection of a template; and

d) displaying to the user said selected template wherein said selected template enables a user to select in a first operation said sections, sub-sections and fields for inclusion in a particular document to be built, and said selected template enables a user to select in a second operation different from said first operation the sequence of said sections, sub-sections, and fields in said particular document to be built, wherein in response to said second operation, the sequence of sections, sub-sections, and fields that is selected is automatically provided in a completed document.

20. (Original) The computer readable medium of Claim 19 wherein said computer implemented instructions causes a computer system to perform the step of:

storing of content, said content selectable subject matter for inclusion in said customizable document.

21. (Previously Presented) The computer readable medium of Claim 20 wherein said computer implemented instructions causes a computer system to perform the step of:

displaying lists comprising said content for selection by a user .

22. (Previously Presented) The computer readable medium of Claim 19 wherein said computer implemented instructions causes a computer system to perform the step of:

retrieving selected content from said storage, subsequent to receiving of a user selection of content.

23. (Previously Presented) The computer readable medium of Claim 19 wherein said computer implemented instructions causes a computer system to perform the step of:

separately displaying to the user selected content, wherein said selected content will comprise the subject matter of the sections, sub-sections and fields of said particular document to be built.

24. (Previously Presented) The computer readable medium of Claim 23 wherein said sections, sub-sections, and fields of said selected template are relative to said subject matter of selected content.

25. (Original) The computer readable medium of Claim 19 wherein said computer implemented instructions causes a computer system to perform the step of:

e) displaying to said user a new template reflective of said user selections regarding said inclusion and said sequence of said sections, sub-sections, and fields of said particular document, subsequent to receiving said user selected sections, sub-sections, and fields for inclusion in said particular document and said user selected sequence of said sections, sub-sections, and fields said selected for inclusion in said particular document.

26. (Original) The computer readable medium of Claim 19 wherein said computer implemented instructions causes a computer system to perform the step of:

f) displaying a list comprising outputting formats for said particular document for selection by said user; and

g) building said particular document, subsequent to receiving said user selection of said outputting format.

27. (Previously Presented) The computer readable medium of Claim 20 wherein additional content comprising additional subject matter different from said subject matter of said content first selected by said user may be included in said particular document, such that said particular document may be comprised of multiple different subject matter.

28. (Currently Amended) A system ~~for generating a plurality of templates, wherein said templates are utilized in building user customizable documents, wherein said templates comprise sections, sub-sections and fields, said system~~ comprising:

means for storing a plurality of documents each having sections, sub sections and fields arranged in a default sequence ~~said plurality of templates;~~



means for displaying a list comprising said plurality of documents ~~plurality of templates~~ to accommodate a selection of at least one of said plurality of documents ~~plurality of templates~~ by a user;

means for retrieving a selected document ~~template~~ from said storage, ~~subsequent responsive to~~ [[the]] receiving [[of]] a user selection from the list of a ~~template~~; and

means for displaying to the user said selected document ~~template~~ and a document builder window having different entries that correspond to the different ones of the sections, sub sections and fields that are associated with the selected document, the document builder window configured to allow the user to deselect different entries and to specify a custom ordering of the different entries; and wherein said selected template enables a user to select in a first operation said sections, sub sections and fields for inclusion in a particular document to be built, and said selected template enables a user to select in a second operation different from said first operation the sequence of said sections, sub sections, and fields in said particular document to be built, wherein in response to said second operation, the sequence of sections, sub sections, and fields that is selected is automatically provided in a completed document.

means for displaying to the user a custom view of the document, the custom view incorporating only those sections, sub sections and fields corresponding to entries that are not deselected by the user using the document builder window and including an ordering of those sections, sub sections and fields that corresponds with a custom sequence of the entries that is selected by the user using the document builder window.

29. (Currently Amended) The system of Claim 28 comprising:

means for allowing the user to print the custom view so that only preferred ones of those sections, sub sections and fields as indicated by the user using the document builder window are printed means for storing of content, said content selectable subject matter for inclusion in said customizable document.

30. (Currently Amended) The system of Claim 29 wherein the printed custom view includes the preferred ones of the sections, sub sections and fields arranged in the custom sequence selected by the user that is different from a default sequence used in the selected document when the selected document is retrieved comprising:

~~means for displaying lists comprising said content for selection by a user.~~

31. (Currently Amended) The system of Claim 28 further comprising means for adding a new document to the storage, the new document based on the custom view such that the new document incorporates only those sections, sub sections and fields that correspond to entries that are not deselected by the user and includes an ordering of those sections, sub sections and fields based on the custom sequence comprising:

~~means for retrieving selected content from said storage, subsequent to receiving of a user selection of content.~~

32. (Cancelled)

33. (Cancelled)

34. (Cancelled)

35. (Cancelled)

36. (Cancelled)

37. (New) A method comprising:

storing a plurality of complete documents for publishing on a website, each of the complete documents comprising different sections, sub-sections and fields arranged in an order selected before the documents are published to the website;

displaying a list comprising said plurality of complete documents to accommodate a user selection of at least one of said plurality of complete documents by a user after publishing the complete documents on the website;

retrieving a selected complete document from said storage, subsequent to receiving the user selection; and

displaying to the user said selected complete document and a document builder window, the document builder window configured to enable the user to specify a custom view that includes only a subset of the different sections, sub-sections and fields arranged in a user selected ordering that is independent from the order selected before the complete documents are published to the website.

38. (New) The method of claim 37 further comprising printing the custom view so that a printer output of all viewable portions of the custom view includes only preferred ones of those sections, sub sections and fields as indicated by the user using the document builder window.

39. (New) The method of claim 38 wherein the printer output includes the preferred ones of the sections, sub sections and fields arranged in the user selected ordering that is independent from the order selected before the complete documents are published to the website.

40. (New) The method of claim 37 further comprising adding a new document to the storage, the new document based on the user-specified custom view such that the new document incorporates only those sections, sub sections and fields that correspond to entries that are not deselected by the user and includes an ordering of those sections, sub sections and fields based on the user selected ordering.